



2026 Workshop on Media, Identity and Norms at ENS de Lyon

May 26 – May 27 2026

Program

May 26 (Room D2.128)

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| 12:00 – 13:30 | Registration and lunch |
| 13:30 – 14:15 | Maiting Zhuang (Stockholm School of Economics)
<i>From Registration to Representation: Mobilising Women Voters and Politicians in India</i> |
| 14:15 – 15:00 | Jade Ponsard (ENS de Lyon)
<i>Women's Political Mobilization and Gender Roles</i> |
| 15:00 – 15:15 | Short break |
| 15:15 – 16:00 | Federico Masera (University of New South Wales)
<i>The Joe Rogan Effect: Politicized Podcasts and the Youth Gender Voting Gap</i> |
| 16:00 – 16:45 | Mike McRae (Trinity College Dublin)
<i>Black by Popular Demand: Media Competition and the Evolution of Identity</i> |
| 16:45 – 17:00 | Short break |
| 17:00 – 17:45 | Lucile Laugurette (ENS de Lyon)
<i>When Words Shape Action: Editorial Guidelines, Media Narratives and Audience reactions</i> |
| 17:45 – 18:30 | Mateusz Stalinski (University of Warwick)
<i>The Willingness to Condemn Workplace Sexual Harassment: An Experimental Investigation</i> |
| 19:30 – 22:00 | Dinner |



May 27 (Room D2.128)

- 9:00 – 9:45** **Helios Herrera** (University of Warwick)
Identity-Based Political Communication
- 9:45 – 10:30** **Sulin Sardoschau** (Humboldt University)
Perceptions of Race in the Labor Market
- 10:30 – 11:00** **Coffee break**
- 11:00 – 11:45** **Xizi Luo** (University of Manchester)
Enlightenment Under Autocracy: The Origins of Liberalism in China
- 11:45 – 12:30** **Sebastian Axbard** (Queen Mary University of London)
Ideological Education and the Allocation of Human Capital
- 12:30 – 13:00** **Lunch buffet**

Location of the workshop:

École Normale Supérieure de Lyon, [15 parvis René Descartes, 69007 Lyon](#)